



Job Description and Person Specification

GO! Southampton Business Improvement District City Marketing Director

Reporting to:	Executive Director (and with accountability to a business steering group)
Responsible for:	1 to 2 staff plus any consultants and contractors
Position:	Permanent (but continuation is dependent on the outcome of 2021 BID renewal ballot)
Hours of work:	40 hours per week. Occasional evening and weekend working is required.
Salary:	£35K-42.5K, depending on experience. Contributory pension after probationary period.
Location:	Southampton City Centre, Hampshire

A fantastic opportunity has arisen to join one of the most exciting and ambitious Business Improvement Districts (BIDs) in the UK. Go! Southampton is seeking to appoint a talented individual to fill the new post of City Marketing Director.

Background:

GO! Southampton started work on 1st April 2017 following a successful BID ballot in November 2016. The BID brings together a wide cross section of businesses from high street retailers and independent shops to world-class cultural facilities and the offices of major corporates. The BID is nearly halfway through its first term of 5 years. It will have an opportunity to extend this for a further five years by a successful renewal ballot at the end of 2021.

GO! Southampton collects approximately £1 million in BID levy payments each year and is implementing a range of initiatives that will create a greater city centre experience, deliver better marketing and events and develop stronger business. Working in partnership with local stakeholders, the BID's ultimate aim is to realise Southampton's potential as a world-class city, which will in turn benefit residents, visitors and – most of all – the businesses that fund it.

The BID takes its inspiration from best practice in European placemaking, with a particular focus upon the example of Rotterdam. It has also developed a successful relationship with the Downtown Partnership of Baltimore. The BID is taking an active role in the city's proposed bid to be UK City of Culture in 2025.

GO! Southampton is now recruiting a City Marketing Director to join its senior management team. This follows the splitting into two posts of the previous Marketing & Events Director role.

Job Purpose

There are three main purposes for the job role:

- 1) Deliver GO! Southampton's objectives for the City Centre under its 'Better Marketing' theme
- 2) Commission a Destination Management Plan (DMP) for the city and play a key role in the development of a possible Destination Management Organisation (DMO)
- 3) Build (and possibly revise) GO! Southampton's corporate brand and communication strategy

Key Responsibilities

1) Deliver GO! Southampton's objectives under its 'Better Marketing' theme

- To manage the Theme Group of businesses that steer the programme, providing support where necessary to its Chair
- To work with the Theme Group to envisage and develop projects to deliver the objectives of this theme, developing these into an annual business plan and reporting back on progress
- To work cross-thematically with other team members to ensure GO! Southampton is best able to deliver its objectives. Examples of this will include improving experience of visitors at the main transport hubs for the City Centre and enabling GO! Southampton to be a data-driven BID.
- To manage the annual budget effectively, seeking external match-funding opportunities where possible.

The specific components of the 'Better Marketing' theme are as follows:

Better Welcome

- Develop and deliver initiatives to improve the visitor information available to people before and during their visit to Southampton City Centre
- Work with partners to build on existing initiatives and develop a significantly improved digital marketing strategy for the City Centre
- Work cross-thematically to improve visitor welcome at transport hubs and key pedestrian routes around the city

Bigger Welcome

- Act as an ambassador for the city, nationally and internationally, with a view to attracting major events and significant investment.
- Develop and deliver initiatives to raise Southampton's profile as a destination for business, culture and leisure, nationally and internationally
- Work with destination marketing partners to raise awareness of Southampton's exciting offer.
- Plan and deliver strategic local, regional and national destination promotions for the city.

Stay Local

- Develop and deliver initiatives to target the City Centre's 20,000 residents and 33,000 employees, encouraging them to spend more time in the City Centre
- Develop and deliver marketing initiatives aimed at Southampton's cruise passengers and seafarers
- Introduce an Alive-after-Five programme to support the evening and night-time economies.

City centre events

- Assist the Partnership & Events Director to design BID events and to write marketing & partnership plans for them
- Ensure the comprehensive delivery of marketing & partnership plans for BID events
- Ensure that other major city centre events receive excellent coverage through BID channels

Conduit for data & innovation

- Work with other theme groups to gather and analyse relevant data sets to measure the impact of GO! Southampton and to help support business growth
- Assist the Operations Director to collect regular qualitative and quantitative data of all kinds
- Commission the BID's bi-annual qualitative survey of customers and employees

2) Commission a Destination Management Plan (DMP)

- Working with the Council and others, to commission consultants to write a DMP for the city
- To lead on the implementation of any resulting recommendations, including the setting up and interim leadership of a Destination Management Organisation (DMO)
- Work with the Council and others to manage completion of city narrative work and to embed it in the activities of all major partners in the city.

3) Build GO! Southampton's corporate brand and communication strategy

- To develop an integrated communications, brand and PR strategy that is coherent, consistent and cohesive across any GO! Southampton brands and sub-brands to build GO! Southampton's presence within the city and awareness of it amongst its members.
- To oversee delivery of all corporate communications including regular electronic newsletters, GO! Southampton websites, SO What? magazine, event invitations, social media, Annual Report and campaign material, ensuring that communication with GO! Southampton members reaches the highest possible standard
- To act as a strong ambassador for the BID in interactions with strategic partners
- Ensure coordination across all or any GO! Southampton sub-brands, logos and promotional material, both printed and electronic, and alignment with organisational brand guidelines

To undertake any other tasks commensurate with this role.

GO! Southampton City Marketing Director Person specification

Experience and knowledge

Essential

1. Proven success developing and delivering high-quality place-marketing strategies
2. Proven success developing and delivering high-quality organisational marketing and communications strategies
3. Excellent personal engagement skills and an ability to work with businesses of a variety of size and sector
4. Knowledge and understanding of the role of events in city marketing
5. Experience of working with media outlets and other 'influencers' to promote a product, service or place
6. Experience of overseeing the successful delivery of a programme in a timely and cost-effective way, and measuring its impact / outcomes
7. Knowledge and understanding of the issues facing businesses and other stakeholders in UK town and city centres
8. Experience of bringing together partners and of working in a multi-stakeholder environment
9. Experience in developing programme budgets and forecasts, managing day-to-day finances, and reporting to a steering group or similar body
10. Comprehensive understanding of the Business Improvement District mechanism.

Desirable

11. Experience of fundraising
12. A good understanding of, and experience of working collaboratively with local authorities
13. Knowledge of Southampton and the Solent region
14. Previous contact with a Business Improvement District or similar.

Skills and abilities

1. Excellent written and oral communication skills, including ability to write creatively for a range of publications and audiences and to deliver presentations. (Essential)
2. Ability to communicate professionally and confidently to a range of business stakeholders (Essential)
3. Strong skills in project management, business planning and budget management (Essential)
4. Ability to work and communicate with a range of individuals/organisations in the public and private sectors (Essential)
5. Ability to prioritise own workload and to work to tight deadlines (Essential)
6. IT literate and able to understand the opportunity for making the BID a technologically and digitally innovative organisation.
7. Interest in Southampton as an area to live, work and visit (Essential)
8. Flexible and imaginative in delivering services (Essential)
9. Knowledge of Business Improvement Districts, local and central government and their structures and relationships (Desirable)

Applications

To apply for this post, please send your CV and a covering letter of no more than 500 words to Gemma Pratt – office@gosouthampton.co.uk.

The deadline for application is 5:30pm Friday 27th September 2019.

Any queries about this post should be directed to office@gosouthampton.co.uk.